(3) a place to communicate said signal to or from, said place including at least one of a transmitter, video monitor, a speaker, a computer, a processor, a controller, a storage device, and a subscriber station;

receiving said signal;

storing said signal at a first storage location, said first storage location being capable of being commanded to store and output said signal; and

outputting said signal from said first storage location to a second storage location in accordance with said command;

storing said signal at said second storage location, said second storage location being capable of being commanded to store and output said signal; and

communicating said signal from said second storage location

52.   (New Claim) A method of processing signals at a receiver station, said receiver station having a receiver for receiving a transmission, and a plurality of storage locations, each storage location capable of being commanded to store and output programming, said receiver station capable of selecting between each of said plurality of storage locations and communicating said programming between each of said plurality of storage locations, said method comprising the steps of:

receiving an information transmission including programming comprising at least one of television, radio, video, audio, data, and computer programming;

demodulating said information transmission;

detecting said programming embedded in said information transmission;

storing said programming at a first storage location;

transferring said programming stored at said first location to a second location in response to a command;

storing said programming at said second storage location to enable said receiver station to transfer said programming from said second storage location to a computer at a specific time or in response to said command.

53.   (New Claim) The method of claim 52 further comprising the steps of:

storing programming storage information indicating that said programming is stored in said first storage location; and

updating said programming storage information when said programming has been transferred to said second storage location.

54.   (New Claim) The method of claim 52 further comprising the step of embedding in said programming an identification signal identifying said programming, and said steps of storing including storing said programming with said embedded identification signal.

55.   (New Claim) The method of claim 54 further comprising the steps of:

communicating said programming and said embedded identification signal from said second storage location to said output device;

detecting said identification signal in said programming; and

recording information indicating that said programming was communicated.

56.   (New Claim) The method of claim 52 further comprising the step of receiving and identifying a signal instructing said receiver station to communicate said programming to an output device.

57. (New Claim) The method of claim 56 further comprising the step of communicating, in response to said signal, said programming from said second storage location to said output device.

58. (New Claim) The method of claim 52 further comprising the steps of:

receiving a programming schedule designating the time and channel for communicating said programming; and

communicating said programming from second storage location to said output device in accordance with said programming schedule.

59. (New Claim) A method of communicating signals in a network, said network including an origination station, at least one intermediate station that receives and transmits said signals, and at least one subscriber station, said method comprising the steps of:

storing television programming at a first storage location, said television programming, including video and audio;

transferring, under computer control, said television programming from said first storage location to a second storage location at a selected one of said at least one intermediate station;

storing said television programming at said second storage location to enable said selected intermediate station to communicate said television programming from said second storage location to a selected one of said at least one subscriber station;

communicating a programming identification signal from said origination station to said selected intermediate station, said programming identification

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signal identifying said television programming stored at said second storage location;

detecting, at said selected intermediate station, said programming identification signal communicated from said origination station; and

communicating said television programming from said second storage location to said selected subscriber station based on said programming identification signal.

60.   (New Claim) A method of communicating signals in a network, said network including an origination station, at least one intermediate station that receives and retransmits said signals, and a plurality of subscriber stations that receive said signals, said method comprising the steps of:

storing television programming at a first storage location at a first intermediate station, said first intermediate station being one of said at least one intermediate station in said network;

transferring, under computer control, said television programming from said first storage location to a second storage location at a second intermediate station, said second intermediate station being one of said at least one intermediate station in said network;

storing said television programming at said second storage location to enable the communication of said television programming from said second intermediate station to at least one of said plurality of subscriber stations.

61.   (New Claim) The method of claim 60 further comprising the steps of:

communicating a programming identification signal from said origination station to said first intermediate station, said programming identification signal identifying said television programming;

detecting, at one of said plurality of intermediate stations, said programming identification signal communicated from said origination station;

communicating said television programming from said second storage location to at least one of said plurality of subscriber stations in response to detecting said programming identification signal.

62. (New Claim) The method of claim 61 further comprising the step of verifying that said television programming was communicated from said second storage location.

63. (New Claim) The method of claim 60 wherein said step of storing said television programming at second storage location further comprises the steps of:

identifying said television programming;

embedding identification data in said television programming, said identification data identifying said television programming;

storing said television programming with said embedded identification data at said second storage location to enable the communication of said television programming from said second intermediate station to at least one of said plurality of subscriber stations.

64. (New Claim) The method of claim 63 further comprising:

detecting said embedded identification data in said television programming; and

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storing information indicating that said television programming was communicated based on said step of detecting.

65.   (New Claim) The method of claim 60 wherein said step of storing said television programming at said first storage location further comprises storing a first television programming and a second television programming on a first storage device;

said step of storing said television programming at said second storage location further comprises:

(a)   sorting said first television programming and said second television programming into a specific order; and

(b)   storing said first television programming and said second television programming on said second storage device in said specific order.

66.   (New Claim) A method of processing signals at a receiver station comprising the steps of:

receiving one of a broadcast and cablecast transmission;

demodulating said one of a broadcast and cablecast transmission, said one of a broadcast and cablecast transmission including an embedded signal;

detecting said embedded signal on said one of a broadcast and cablecast transmission;

selecting information stored at a first storage location in response to said embedded signal;

transferring said information from said first storage location to a second storage location based on said embedded signal, thereby providing a computer access to said information; said first storage location and said second storage location being capable of being commanded to store and output programming.

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67.   (New Claim) The method of claim 66, wherein said information includes one of television and radio programming, and wherein said step of selecting said information includes selecting said one of television and radio programming stored at said first storage location in response to said embedded signal; and wherein said step of transferring said information includes transferring, under computer control, said selected one of television and radio programming from said first storage location to said second storage location, and said method further comprising the step of:

communicating, under computer control, said one of television and radio programming stored at said second storage location to an output device in response to a second embedded signal on said one of a broadcast and cablecast transmission.

68.   (New Claim) A method of controlling the communication of television programming at a transmission station, where said television programming includes video and audio, said transmission station having at least one storage device for storing said television programming, transferring means for transferring said television programming within said transmission station from a first storage location to a second storage location, and a computer for controlling said transferring means and identifying said television programming on the basis of identification information associated with said television programming, said method comprising the steps of:

inputting schedule information that specifies said television programming, and at least one of:

(a)   a time to communicate said television programming; and

(b)   a place to communicate said television programming to;

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transferring said television programming from said first storage location to said second storage location thereby enabling said transmission station to communicate said television programming from said second storage location to a receiver station in accordance with said schedule information.

69. (New Claim) The method of claim 68, wherein said first storage location and second storage location are separate storage locations on a storage device, said step of transferring said television programming further comprising transferring location information of said television programming from said first storage location to said second storage location.

70. (New Claim) The method of claim 68 wherein said schedule information further specifies an output channel on which to communicate said television programming.

71. (New Claim) The method of claim 68, wherein said first storage location is at a first storage device, said second storage location is at a second storage device, and said transferring means is a matrix switch, and wherein said step of transferring further includes:

configuring said matrix switch to connect said first storage device to said second storage device, said first storage device being connected to an input to said matrix switch, and said second storage device being connected to an output of said matrix switch;

outputting said television programming stored at said first storage device to the input of said matrix switch;

inputting said television programming to said second storage device from said matrix switch; and

storing said television programming at said second storage device.

72.   (New Claim) A transmission station apparatus for communicating programming, said apparatus comprising:

a receiver for receiving an information transmission, said information transmission including said programming;

a first storage device connected to said receiver for storing said programming;

a second storage device connected to said first storage device, said second storage device storing said programming output by said first storage device;

a switch connected to said first storage device and said second storage device;

a computer connected to said first storage device, said second storage device, and said switch for controlling said first storage device to output said programming to said second storage device and controlling said second storage device to output said programming to said switch, said computer being capable of:

(1) selecting a storage device to store said programming;

(2) commanding said switch to transfer said programming to said selected storage device; and

(3) commanding said selected storage device to store said programming; and

a cable network connected to said switch for receiving said programming output from said second storage device and communicating said programming to a plurality of subscriber stations.

73.   (New Claim) The apparatus of claim 72, further comprising:

a signal encoder connected to said computer for encoding an identification signal on said programming;

a channel modulator connected to said switch and to said cable network, said channel modulator modulating said programming output by said second storage device through said switch, said cable network communicating said modulated programming to said subscriber; and

a verification circuit connected to at least one of said switch, said cable network, and said channel modulator for verifying at least one of the time, channel, and frequency of transmission of said programming, said verification circuit comprising a signal decoder for decoding, said encoded identification signal.

74. (New Claim) An apparatus for controlling the communication of television programming at a transmission station comprising:

a first storage device for storing said television programming;

a second storage device for storing said television programming;

a configurable switch connecting said first storage device to said second storage device;

a modulator connected to said second storage device for communicating said television programming to subscribers; and

a computer connected to said first storage device, said second storage device, and said configurable switch, said computer having a memory and being programmed to perform the following steps:

(a) receiving and storing a programming schedule, said programming schedule designating said television programming, a time to communicate said television programming, and one of a communication channel and frequency for communicating said television programming;

(b) controlling said first storage device to receive and store said television programming;

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(c)   controlling said configurable switch and said first storage device to transfer said television programming from said first storage device to said second storage device;

(d) .   controlling said second storage device to store said television programming; and

(e)   controlling said second storage device and said modulator to communicate said television programming from said second storage device to said subscribers according to said programming schedule.

75.   (New Claim) A method of communicating subscriber station information from a subscriber station to at least one remote collection station, said method comprising the steps of:

(1)   inputting an instruct signal which is effective at said subscriber station to output a signal from a first storage location and store said signal at a second storage location;

(2)   detecting the presence of an instruction associated with said instruct signal, said instruction being effective at said subscriber station to generate subscriber station specific data and to select and assemble said subscriber station specific data into a record;

(3)   processing at said subscriber station inputted data and performing, in response to said instruction, one of:

(a)   generating subscriber station specific data and communicating said subscriber station specific data to a transmitter; and

(b)   selecting and assembling into said record said subscriber station specific data and communicating said record to a transmitter; and

(4)   transmitting said record to said at least one remote collection station.

76.   (New Claim) A method of gathering information on the use of a signal at a receiver station, said receiver station having a processor, and a controlled device, said receiver station transferring said information to a remote station, said method comprising the steps of:

(1)   identifying at least one of a device and a control signal which operates to output a signal from a first storage location and store said signal at a second storage location;

(2)   monitoring said at least one of a device and a control signal;

(3)   storing a record of the use of said at least one of a device and a control signal; and

(4)   communicating said information from said record from said receiver station to said remote station.

77.   (New Claim) A method of controlling a network comprising at least one remote intermediate transmitter station and at least one receiver station, with said at least one remote intermediate transmitter station including a transmitter for transmitting data, a plurality of selective transfer devices each operatively connected to said transmitter, a data receiver for receiving data from at least one origination transmitter station, a control signal detector, and a computer capable of controlling said plurality of selective transfer devices, and with said at least one remote intermediate transmitter station adapted to detect a control signal, to control the communication of said data in response to said control signal, and to deliver said data to said transmitter, said method comprising the steps of:

(1)   receiving at said at least one origination transmitter station said data to be transmitted by said at least one remote intermediate transmitter station and delivering said data to said at least one origination transmitter, said data comprising an instruct signal which is effective in said network to output a signal from a first storage location and store said signal at a second storage location;

(2)   receiving said control signal which operates at said at least one remote intermediate transmitter station to control the communication of said data; and

(3)   transmitting said control signal to said at least one origination transmitter before a specific time.

78.   (New Claim) A method of controlling a plurality of receiver stations each of which includes a data receiver, a signal detector, at least one computer, and with each of said plurality of receiver stations adapted to detect the presence of a control signal and to input a viewer reaction to an offer communicated in a mass medium program, said method of controlling comprising the steps of:

(1)   receiving a first code at a transmitter station, said first code designates one of a product or service offered in a mass medium program and a viewer reaction to an offer communicated in a mass medium program;

(2)   receiving a second code at said transmitter station, wherein said second code operates at said plurality of receiver stations to output a signal from a first storage location and store said signal at a second storage location;

(3)   transferring said first code and said second code to a transmitter at said transmitter station; and

(4)   transmitting said first code and said second code.

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79. (New Claim) A method of communicating data and update material to at least one of a plurality of receiver stations, each of which includes a data receiver, a data storage device, a control signal detector, a computer capable of processing data, with each of said plurality of receiver station adapted to detect and respond to an instruct signal and to store data for subsequent processing, said method comprising the steps of:

(1) receiving data to be transmitted and delivering said data to a transmitter;

(2) receiving an instruct signal which operates at at least one of said plurality of receiver stations to output a signal from a first storage location and store said signal at a second storage location;

(3) transferring said instruct signal to said transmitter; and

(4) transmitting an information transmission comprising said data and said instruct signal.

80. (New Claim) An interactive method for data promotion and delivery for use with an interactive mass medium program output apparatus comprising the steps of:

outputting a mass medium program that promotes data, said interactive mass medium program output apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said mass medium program whether said subscriber wants said data promoted in said step of outputting, said interactive mass medium program output apparatus having a memory for storing code;

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receiving a reply from said subscriber at said input device in response to said step of prompting, said interactive mass medium program output apparatus having a processor for processing said subscriber reply and said data;

processing said reply and selecting code designating said data, said interactive mass medium program output apparatus having a transmitter for communicating information to a remote station;

communicating said selected code to said remote station, said interactive mass medium output apparatus and said remote station comprising a network having a plurality of transmitter stations;

assembling, in said network, a signal which is effective at said interactive mass medium program output apparatus to store said data at said memory, said interactive mass medium program output apparatus having a receiver for receiving at least a portion of said signal from said remote station;

delivering at least a portion of said signal at said interactive mass medium program output apparatus; and

delivering said data on the basis of said signal.

81.   (New Claim) The method of claim 80, wherein said signal is embedded in the non-visible portion of a television signal.

82.   (New Claim) The method of claim 80, wherein evidence information evidencing one of the availability, use and usage of said mass medium program and said data is stored and communicated to a remote data collection station, said method further comprising the step of selecting said evidence information that identifies at least one of:

(1)   a mass medium program;

(2)   a use of data;

(3)   a transmission station;

(4)   a receiver station;

(5)   a network;

(6)   a broadcast station;

(7)   a channel on a cable system;

(8)   a time of transmission;

(9)   a unique identifier datum;

(10)   a source or supplier of data;

(11)   a distributor or advertisement; and

(12)   an indication of copyright.

83.   (New Claim) The method of claim 80, wherein said signal incorporates executable code, said method further comprising the steps of communicating said code to said processor and performing, on the basis of said code, one of:

(1)   receiving a signal containing said data;

(2)   actuating one of a video, audio, and print storage or output device, as appropriate, to store or output said data;

(3)   decrypting at least a portion of said data;

(4)   controlling a selective transfer device to communicate said data to a storage device or an output device;

(5)   generating, a receiver specific datum on the basis of said data;

(6)   delivering a mass medium program at said interactive mass medium program output apparatus simultaneously with said data, and

(7)   delivering a mass medium program at said interactive mass medium program output apparatus sequentially with said data.

84.   (New Claim) A method of controlling a receiver station, said receiver station having a processor performing a first function, said method comprising the steps of:

detecting one of the presence and absence of a first control signal;

inputting an instruct-to-react signal to said processor based on said step of detecting;

controlling said processor to perform a second function and to output information in response to said step of inputting; and

selecting data and generating a second control signal based on said step of controlling, said second control signal being effective to communicate said selected data to a storage device on the basis of said information.

85.   (New Claim) The method of claim 84, wherein a buffer is connected to said processor for buffering input, said method further comprising the step of:

inputting said instruct-to-react signal directly to said processor.

86.   (New Claim) The method of claim 84, wherein said processor processes a datum designating one of a television channel and a television program, said method further including one of:

controlling a tuner to tune a receiver to receive said one of a television channel and television program;

controlling a selective transfer device to input to a control signal detector said one of a television channel and television program;

controlling said control signal detector to search for control signals in said one of a television channel and television program;

controlling said selective transfer device to input to a computer said control signals detected in said one of a television channel and television program;

controlling said computer to respond to said control signals detected in said one of a television channel and television program;

controlling a television monitor to display video and audio contained in said one of a television channel and television program;

controlling a video recorder to record or play video and audio contained in said one of a television channel and television program; and

controlling said selective transfer device to communicate to one of a video recorder or a television monitor said one of a television channel and television program.

87.   (New Claim) The method of claim 84, wherein said processor processes a datum designating a specific channel of a multichannel signal, said method further including one of:

controlling a tuner to tune a converter to receive said specific channel;

controlling a selective transfer device to input a control signal detector said specific channel;

controlling said control signal detector to search for control signals in said specific channel;

controlling a selective transfer device to input to a computer said control signals detected in said specific channel;

controlling a computer to respond to said control signals detected in said specific channel;

controlling a television monitor to display video and audio contained in said specific channel;

controlling a video recorder to record or play video and audio contained in said specific channel; and

controlling a selective transfer device to communicate to at least one of a storage device and an output device said specific channel.

88. (New Claim) A method for identifying television programming in one of a broadcast and cablecast transmission station that has a storage device having (i) at least two storage locations each capable of storing a television signal, and (ii) a control device capable of controlling said storage device and identifying said television programming on the basis of identification information stored at said storage device, said method comprising the steps of:

inputting identification information that identifies said television programming;

inputting said television signal to said storage device;

storing said television programming at a selected one of said at least two storage locations; and

storing said identification information with said television programming at said selected location; and

identifying said television programming on the basis of identification information associated in storage with said television programming.

89. (New Claim) The method of claim 88 further comprising storing information that identifies the location where the unit is stored.

90. (New Claim) A method for identifying television programming in a broadcast and cablecast transmission station that has storage means having a first and a second storage location, wherein said storage means is capable of holding at least two units of said television programming, and control means

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capable of controlling said storage means and for identifying a selected unit of television programming on the basis of identification information associated with said selected unit, said method comprising the steps of:

inputting identification information that specifies a unit of said television programming;

inputting said unit of said television programming associated with said inputted identification information;

identifying the unit of said television programming;

storing said unit at said first storage location; and

storing said identification information at said second storage location, thereby to enable said station to identify said unit stored in the first storage location on the basis of identification information stored in said second storage location.

91.   (New Claim) A method for identifying and one of broadcasting and cablecasting television programming at a television transmission station, said transmission station capable of storing and transmitting a television transmission, said television transmission comprising units of television programming and identification information identifying said units of said television programming, said method comprising the steps of:

inputting schedule information that identifies one of a category and a unit of said television programming;

inputting said television transmission;

locating identification information in said transmission that identifies said one of said category and said unit of said television programming;

storing said television transmission at a first storage device;

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determining that said identification information identifies said one of said category and said unit of said television programming;

transferring information of said television programming transmission to a second storage device; and

storing said information of said television programming at said second storage device, thereby enabling said station to broadcast and/or cablecast television programming of said one of said category and said unit of said television programming.

92.   (New Claim) The method of claim 91, wherein said television transmission comprises said unit of said television programming and unit identification information that identifies the unit, said step of transferring comprising the steps of:

transferring the unit of programming and the unit identification information of the television transmission to a second storage device; and

said step of storing comprises the step of storing the unit of programming with said unit identification information in the second storage device, thereby enabling a computer at the television transmission station to later locate and identify the stored unit of programming based upon said stored identification information.

93.   (New Claim) The method of claim 92, said schedule information designating one of an output channel and a time for communicating said unit of programming, said method further comprising the steps of:

identifying the unit of programming stored in said second storage device based on unit identification information;

one of broadcasting and cablecasting the unit of programming on one of the output channel and at the time designated by the schedule information.

94.　(New Claim) The method of claim 93 further comprising the step of detecting and identifying the unit of programming being one of cablecast and broadcast by detecting and identifying the unit identification information in the television transmission being one of broadcast and cablecast.

95.　(New Claim) The method of claim 94 further comprising making a record indicating that the unit of programming was one of broadcast and cablecast.

96.　(New Claim) The method of claim 92, wherein said step of locating comprises the step of detecting the unit identification information in the television transmission during said step of transferring the television transmission from the first storage device to the second storage device.

97.　(New Claim) The method of claim 91 wherein said step of transferring comprises the step of transferring the unit of programming from the first storage device to said second storage device, and said step of storing comprises storing the unit of programming at said second storage device.

98.　(New Claim) The method of claim 91 wherein said step of transferring comprises the step of transferring the unit identification information from the first storage device to the second storage device, and said step of storing comprises the step of storing the unit identification information at said second storage device.

99. (New Claim) The method of claim 91, wherein said step of locating comprises the step of:

detecting the unit identification information in the television transmission prior to storage of the television transmission at the first storage device.

100. (New Claim) A method of communicating subscriber station information from a subscriber station to at least one remote collection station, said method comprising the steps of:

(1) inputting an instruct signal which is effective at said subscriber station to select and control communication of a datum which identifies information contained in a program;

(2) detecting the presence of at least one of an instruction, code and datum, associated with said instruct signal, which is effective at the subscriber station to one of generate subscriber station specific data and to select and assemble a plurality of specific and subscriber station specific data into a record;

(3) processing at the subscriber station inputted data and performing, in response to said detected instruction, one of:

(a) generating said subscriber station specific data and communicating said generated subscriber station specific data to a transmitter; and

(b) selecting and assembling into said record a specific plurality of said subscriber specific data and communicating said record and said selected specific plurality of said subscriber specific data to a transmitter; and

(4) transmitting one of said communicated generated subscriber station specific data and said communicated record and specific plurality of said subscriber specific data to said at least one remote collection station.

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101.   (New Claim) A method of processing signals at a receiver station comprising the steps of:

(1)   receiving information transmissions;

(2)   detecting a plurality of signals in at least one of said information transmissions, at least one of said detected plurality of signals being effective at said receiver station to instruct;

(3)   passing each detected instruct signal to a computer;

(4)   controlling said computer on the basis of each detected and passed instruct signal;

(5)   selecting and controlling communication, under computer control and in response to at least a first of said each detected and passed instruct signal, of a datum that identifies information contained in a program; and

(6)   storing information evidencing the passing of at least a second of said each detected and passed instruct signal.

102.   (New Claim) The method of claim 101, further comprising one of the steps of:

generating a signal to control a tuner to receive a television program in response to at least one of said detected and passed instruct signal;

displaying a television program at a television monitor;

inputting said information transmissions to a control signal detector in response to a command;

storing a television program at one of a memory and recorder;

detecting and storing information evidencing a function performed by said computer in response to at least one of said detected and passed instruct signal; and

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assembling a record of at least one of availability, use and usage of a television program;

logging the transmission of a television program to said receiver station; and

transmitting stored evidence information to a remote data collection station.

103. (New Claim) A method of controlling a remote intermediate mass medium program transmitter station to communicate mass medium program material to a remote receiver station and controlling said remote receiver station to deliver an individualized mass medium program presentation, said method of controlling comprising the steps of:

(1) receiving mass medium programming to be transmitted by the remote intermediate mass medium transmitter station and delivering said mass medium programming to a transmitter;

(2) receiving at least one instruct signal at said remote intermediate mass medium transmitter station, said at least one instruct signal operates at the remote receiver station to select and control communication of a datum which identifies information contained in said mass medium programming, and communicating said at least one instruct signal to said transmitter;

(3) receiving at least one control signal at said remote intermediate mass medium transmitter station, said at least one control signal operates at the remote intermediate mass medium transmitter station to control communication of one of said mass medium programming and said at least one instruct signal; and

(4)   transmitting from said remote intermediate mass medium transmitter section an information transmission comprising said mass medium programming and said at least one instruct signal, said mass medium programming and said at least one instruct signal transmitted in accordance with said at least one control signal.

104.   (New Claim) A method of controlling a remote transmitter station to deliver a receiver specific mass medium program presentation at a receiver station, said method of communicating comprising the steps of:

(1)   receiving a mass medium program at the remote transmitter station and delivering said mass medium program to a transmitter;

(2)   receiving at said remote transmitter station at least one instruct signal which operates to select and control communication of one of a code and datum which identifies information contained in said mass medium program;

(3)   receiving a control signal which operates at the remote transmitter station to control the communication of at least one instruct signal and communicating said control signal to said remote transmitter station;

(4)   receiving one of said code and said datum designating a specific instruct signal of said at least one instruct signal to be transmitted by the remote transmitter station, and said transmitter station transferring said designated specific instruct signal to a transmitter; and

(5)   transmitting from said remote transmitter station an information transmission comprising said mass medium program and said designated instruct signal, said designated instruct signal being transmitted at one of specific times and on specific channels.

105. (New Claim) A method of controlling at least one of a plurality of receiver stations each of which includes a television receiver, a signal detector, at least one of a computer and processor, wherein each of said plurality of receiver stations is adapted to detect the presence of at least one control signal and to input a subscriber reaction to a specific offer communicated in a television program, said method comprising the steps of:

(1) receiving at least one of a code and a datum at a transmitter station, said one of said code and said datum designates at least one of a product and a service offered in said television program and said subscriber reaction;

(2) receiving said at least one control signal at said transmitter station, said at least one control signal at said at least one of said plurality of receiver stations operates to select and control communication of information at least one of received with and to be associated with said television program;

(3) transferring at least one of (i) said code (ii) said datum and (iii) said at least one control signal to a transmitter at said transmitter station at a specific time; and

(4) transmitting (i) said at least one of said code and said datum and (ii) said at least one control signal from said transmitter station.

106. (New Claim) A method of communicating television program material to at least one receiver station including one of a broadcast and cablecast television receiver, a television monitor, a control signal detector, a processor operatively connected to said television monitor, said processor programmed to detect and respond to at least one instruct signal in one of a broadcast and cablecast transmission, said method comprising the steps of:

(1) receiving a television program at a transmitter station and delivering said television program to a transmitter;

(2)   receiving and storing said at least one instruct signal at said transmitter station, said at least one instruct signal at the receiver station operates to select and control communication of a datum which identifies information contained in said television program;

(3)   transferring said at least one instruct signal from said transmitter station to a transmitter; and

(4)   transmitting said television program and said at least one instruct signal from said transmitter station to said at least one receiver station.

107.   (New Claim) A method of communicating programming in a communications network, said communications network including at least one origination station and an intermediate transmission station, said intermediate transmission station having a transmitter, at least one selective transfer device operatively connected to said transmitter for transferring programming, an automatic control unit operatively connected to said at least one selective transfer device, a first detector operatively connected to said automatic control unit for detecting first signals, a receiver operatively connected to said first detector, a second detector operatively connected to said transmitter for detecting second signals, and a logging unit operatively connected to said second detector, said method comprising the steps of:

transmitting from said origination stations said programming, said programming including at least one signal for comparison; transmitting at least one retransmission control signal from said origination stations;

said intermediate transmission station receiving said programming; detecting and passing to said automatic control unit said at least one retransmission control signal; and

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